




Audrey Evanchik #1240  
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### CHAIN PROMOTION AUTHORIZATION

For use by Field Sales

<b><u>DIVISION:</u></b> 1222- D. Figueroa 1226- J. Klein	<b><u>CHAIN:</u></b>  Vitale Foodtown (3192-00-00)
<b><u>PROMOTION:</u></b> <b>Winston "No Bull" Advertising Authorization</b> "No Bull" Changemat to be placed in liquor stores and courtesy area on selling counter near pack displays. Winston "No Bull" Stick to Stick 6" x 4" Card and paster to be placed in selling area also. Please change all In/Out decals to the new Winston "No Bull"	
<b><u>SUPPLIER:</u></b>  RJR Retail Reps	<b><u>PROMOTION DATE:</u></b>  All Advertising must be kept up until October 30, 1997 (Stores will be paid based on compliance)
<b><u>AUTHORIZED STORES:</u></b>  ALL STORES	<b><u>BRAND ASSORTMENT:</u></b>  Winston "No Bull"
<b><u>SPECIAL INSTRUCTIONS:</u></b>  Retail Reps should contact stores during normal coverage and place authorized signs in selling area. If stores do not comply or take down the authorized advertising before program ends, please type a note in your computer stating no payment for advertising.	
<b>AUTHORIZED SIGNATURE:</b>  <b>Date:</b> 7/27/97	

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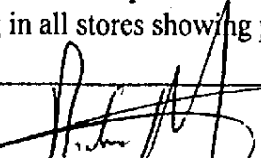
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<b><u>DIVISION:</u></b>  1226      John Klein 1222      David Figueroa	<b><u>CHAIN:</u></b>  Vitale Foodtown (3192-00-00)
<b><u>Promotion:</u></b>  <b>Scanner Buydown</b> \$0.25 Off a Pack of any style of Winston, including Select.	
<b><u>SUPPLIER:</u></b>  Twin County	<b><u>PROMOTION DATE:</u></b>  February 3 thru February 23
<b><u>AUTHORIZED STORES:</u></b>  ALL STORES	<b><u>BRAND ASSORTMENT:</u></b>  All Styles of Winston including Winston Select.
<b><u>SPECIAL INSTRUCTIONS:</u></b> <ul style="list-style-type: none"><li>• Retail Reps should contact stores during normal coverage to place promoted product on displays and place signage reflecting the new reduced price.</li><li>• Retail Reps should ensure all Winston product scans at the promoted price.</li><li>• Reps should place advertising in all stores showing promoted price!!!</li></ul>	
<b><u>AUTHORIZED SIGNATURE:</u></b> 	

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